

MARINE CORPS PUBLIC AFFAIRS

PUBLIC AFFAIRS and STRATEGIC COMMUNICATION

BGEN. BOOMER MILSTEAD

Director, Marine Corps Public Affairs





Marine Corps PA: Background

LOW DENSITY/HIGH DEMAND CAPABILITY

- 88 active-component billets for officers
- 395 active-component enlisted
- 54 IRR, 9 IMA/SMCR, 5 AR officers
- Small # of civilian PA Specialists (GS-9 and above) and contractors





Strategic Communication

“The immense changes in the Global Information Environment since [1998] have demonstrated an even more critical need for timely, clear, and accurate communications about our Corps’ programs, policies and actions. Although a number of different definitions exist for Strategic Communication, at its core is the ability to *plan and synchronize* an organization’s communications – not only what we say but what we do -- to reach key audiences.”

CMC Green Letter, Feb 2007



Strategic Communication

“Public Affairs has an important role in Strategic Communication, but it is not solely a Public Affairs function. **Strategic Communication is a commander’s responsibility.** Commanders at all levels should ensure all relevant staff sections/agencies are involved in the Strategic Communication process, from research to planning and execution to assessment. Command attention and oversight is required to make certain our communication efforts are fully coordinated and synchronized across the Corps.”

CMC Green Letter, Feb 2007

Changes in the GIE

- Hyper-competitive 24/7 Media environment
- Accessibility to the Internet (Worldwide)
 - Web, Blogs, Streaming Video, PDAs, Podcasting
 - Google, YouTube, Facebook



Marines
The Few. The Proud.

What do these changes mean to me?

- Strategic Impact of nearly every action
- Almost no “local news” anymore --any action has the potential to be seen nationally or even internationally
- The Strategic Corporal may be...
 - ...taking action on the battlefield
 - ...”armed” with a video camera (anywhere)
 - ...acting out on or off-base



What do these changes mean to me?

- The days of the easy local media interview every year on 10 November are mostly gone.
- Today's environment demands that we be prepared to communicate clearly, quickly and accurately.
- Effective communications is about speed – you need to be in front of the story.



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The Few. The Proud.

What do these changes mean to me?

- PAOs need to have access from the very beginning – IPTs, OPTs, meetings, etc. (There's no such thing as PAO fairy dust.)
- Empower your PAOs – they can only be as effective as you allow them to be. Long chop chains often mean slow response time.



Marine Corps Public Affairs: Current Issues

Top Three (as of today)

- Acquisition/Force Protection programs
 - Mine Resistant Ambush Protected (MRAP) vehicles
 - Body armor, laser systems, etc.
 - Expeditionary Fighting Vehicle
- Wounded Warriors
 - Health care, Post Traumatic Stress Disorder (PTSD), Mental Health, Traumatic Brain Injury (TBI), post-deployment misconduct
- Haditha, Hamdania, MARSOC i
 - Investigations
 - Art 32 hearings
 - Courts martial





Marine Corps Public Affairs: Issues

- Other issues
 - Budget, 202K growth, recruiting, training, MV-22
 - “Pop-up” issues – accidents, incidents, crimes, etc





Marine Corps Public Affairs: Challenges

- ❑ Size of the PA field
- ❑ Strategic Communications/Info Opns
- ❑ Global Information Environment
 - ❑ Media environment
 - ❑ Adversary communications
 - ❑ Technology – Internet, blogs, digital video/photo



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THE FEW. THE PROUD.

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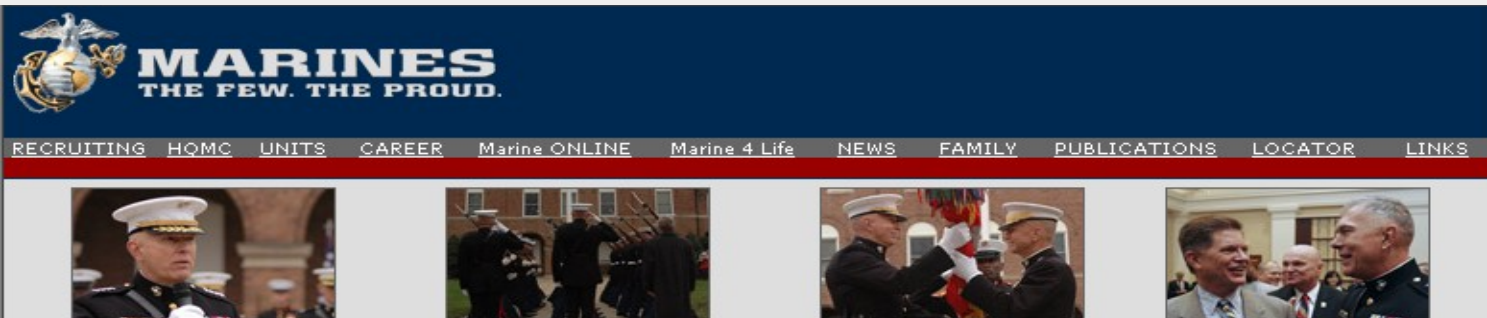
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- [2006 CMC Guidance - \(video\)](#)
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General James T. Conway

General James T. Conway was born in Walnut Ridge, Arkansas and is a graduate of Southeast Missouri State University. He was commissioned in 1970 as an infantry officer. His company grade assignments included multiple platoon and company commander billets with both the 1st and 2nd Marine Divisions; Executive Officer of the Marine Detachment aboard the USS Kitty Hawk (CVA-63); series and company commander at the Marine Corps Recruit Depot in San Diego; aide to the Commanding General, and Director, Sea School.

As a field grade officer, he commanded two companies of officer students and taught tactics at The Basic School; he also served as operations officer for the 31st Marine Amphibious Unit to include contingency operations off Beirut, Lebanon; and as Senior Aide to the Chairman, Joint Chiefs of Staff. Promoted to Lieutenant Colonel, he was reassigned to the 2d Marine Division as Division G-3 Operations Officer before assuming command of



3d Battalion, 2d Marines in January 1990.

He commanded Battalion Landing Team 3/2 during Operations Desert Shield and Desert Storm. Selected for colonel, he served as the Ground Colonels' Monitor, and as Commanding Officer of The Basic School. His general officer duties included Deputy Director of Operations, J-34, Combating Terrorism, Joint Staff, Washington, D.C.; and President, Marine Corps University at Quantico, VA. After promotion to Major General, he assumed command of the 1st Marine Division. In November 2002, Major General Conway was promoted to Lieutenant General and assumed command of the 1st Marine Expeditionary Force. He commanded Marine Expeditionary Force Iwakuni from November 2003 to November 2004.

Questions?

